

WVCW now plays music 24 hours a day

First time in 25 years WVCW can be heard in stereo

by Jim Johns
folio editor

1/21/92

During the holiday break, while most of the university recovered from the fall semester, folks at WVCW started working harder.

The station staff, on Nov. 25, started broadcasting 24 hours a day on Continental Cable Radio.

The effect on the campus radio station was immediate.

"Now we have to think of the whole community," WVCW general manager Max Ryder said.

The call-in logsheet records calls from Lakeside, Goochland, Highland Springs, Mechanicsville and the Fan.

Cable FM Radio is similar to Cable TV; programming is sent to homes via a cable. All of Richmond's FM channels are offered. Washington, D.C., stations, like WAMU from American University, and stations from around the country, like KLON jazz from Los Angeles, are also included. WVCW can be heard at 105.3 on the cable radio dial.

WVCW is also being broadcast on Continental Cable channel 31 when public ac-

cess TV shows aren't being aired.

Broadcast is usually live only 18 hours a day — the staff plays tapes from 1 until 7 a.m. This eliminates the need for an overnight staff.

"It's sort of difficult to say we're 24 hours a day," said David Linn, interim programming director during the holiday break. "There was no problem filling the 18 hours (but) it would be difficult to stay in the building overnight."

A crew of overnight workers is a possibility, though.

"We're going to start building an overnight staff," Ryder said, conceding the thought makes him a little nervous. "I'm concerned about (the staff's) safety and making sure they can handle it in their schedules — sometimes they forget about sleep."

Once safety precautions are made, Linn said, finding a staff shouldn't be too difficult.

"I think there's people out there that would be interested in doing the overnight," Linn said, adding that the six-hour period would likely be divided into two three-hour shifts.